

# Younjung Hwang



## CONTACT

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## LANGUAGES

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Korean (Native)

English (Fluent)

Chinese (Intermediate)

## FIELDS

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Design Education, Visual Design, Generative AI

## COURSES TAUGHT

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[Undergraduate] Basic Visual Design, Brand Design, Package Design,  
Printing Book Design

[Graduate] Visual Culture and Temporary Art, Foreigner Expert Workshop

## WORK EXPERIENCE

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<b>Hunan University, Hunan, China</b> Assistant Professor, Department of Design	2020 - Present
<b>China Design LAB., Seoul, Korea</b> Representative	2019 - 2022
<b>Hyun Design Research Institute, Seoul, Korea</b> Senior Researcher, Department of Graphic Design	2010 - 2017

## EDUCATION

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<b>Hongik University, Seoul, Korea</b> Ph.D. in Visual Communication Design Thesis: "Interpretation of Seon Thought on the minimalism tendency of brand identity system" (Supervisors: D. R. Chang, K. D. Kim)	2014 - 2018
<b>Hongik University, Seoul, Korea</b> M.A. in Visual Communication Design	2011 - 2013
<b>Hongik University, Seoul, Korea</b> B.A. in Visual Communication Design	2005 - 2010

## MISCELLANEOUS POSITIONS & SERVICES

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- Executive Director of International Affairs,  
KOREAN SOCIETY OF DESIGN SCIENCE (KSDS)
- Executive Director of International Exchange,  
Design History Society of Korea (DHSK)
- Executive Director of International Exchange,  
Visual Information Design Association of Korea (VIDAK)

## BOOKS (written in Korean language)

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1. Y. J. Hwang, *Smart China, the Future of Design*, Art Culture Publisher, 2023. ISBN 979-11-92768-06-9.
2. Y. J. Hwang, W. H. Pei, *China Design is Coming*, Art Culture Publisher, 2018. ISBN 979-11-85954-31-8.
3. Y. J. Hwang, *All Design is Different 2: Graphic Design from the Streets of East Asia*, Art Culture Publisher, 2015. ISBN 979-11-85954-11-0.
4. Y. J. Hwang, *All Design is Different 1: Graphic Design from the Streets of Europe*, Art Culture Publisher, 2013. ISBN 979-11-85954-33-2.

## PUBLISHED PAPERS IN REFEREED JOURNALS

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1. Y. J. Hwang & Y. Wu. (2025). Graphic Design Education in the Era of Text-to-Image Generation: Transitioning to Contents Creator. *International Journal of Art & Design Education (SSCI/A&HCI)*, 44(1), 239-253. <https://doi.org/10.1111/jade.12558>
2. Y. J. Hwang, S. J. Jeong, & Y. Wu. (2025). Artificial Intelligence in Design Process: An Analysis Using Text Mining. *Applied Artificial Intelligence(SCIE)*, 39(1), 2453782, <https://doi.org/10.1080/08839514.2025.2453782>
3. Y. J. Hwang & Y. Wu. (2025). The Influence of Generative Artificial Intelligence on Creative Cognition of Design Students: A Chain Mediation Model of Self-Efficacy and Anxiety. *Frontiers in Psychology (SSCI)*, 15, 1455015. <https://doi.org/10.3389/fpsyg.2024.1455015>
4. Y. Wu, Y. J. Hwang, & B. Wei. (2025). The impact of art and design competencies on positive psychological qualities among college students in Hainan Province: The chain mediating roles of teacher support and learning adaptability. *Acta Psychologica (SSCI)*, 253, 104709. <https://doi.org/10.1016/j.actpsy.2025.104709>
5. Y. J. Hwang & Y. Wu. (2024). Methodology for Visual Communication Design Based on Generative AI. *International Journal of Advanced Smart Convergence (KCI)*, 13(3), 170-175. <http://dx.doi.org/10.7236/IJASC.2024.13.3.170>
6. Y. J. Hwang & Y. Wu. (2024). A Study on Brand Design Methodology Using Generative AI. *International Journal of Advanced Smart Convergence (KCI)*, 13(4), 50-59. <http://dx.doi.org/10.7236/IJASC.2024.13.4.50>
7. Y. J. Hwang & Y. Wu. (2024). A Study on the Design Process of Moutai liquor Brand Renewal Using Generative AI. *The Korean Society of Design Culture (KCI)*, 30(4), 675-687. <http://dx.doi.org/10.18208/ksdc.2024.30.4.675>
8. Y. J. Hwang. (2024). A Study on the Application of Generative AI in the Early Creative Process of Visual Communication. *Journal of Cultural Product & Design (KCI)*, 78, 77-78. <https://doi.org/10.18555/kicpd.2024.78.007>

9. Y. J. Hwang & Y. Wu. (2024). A Qualitative Study on the Impact of Generative AI on Design Students' Psychological Stability and Creative Accomplishment. *Journal of Cultural Product & Design (KCI)*, 79, 75-85. <https://doi.org/10.18555/kicpd.2024.78.007>
10. Y. J. Hwang & Y. Wu. (2024). Direction of Chinese Design Based on Fourth Industrial Revolution Technologies. *Extra Archive: Journal of Design History*, 8, 28-41.
11. Y. J. Hwang & Y. Wu. (2024). AIGC 在视觉传达设计初步创作阶段的应用方法研究. *艺术与设计 (JO 理论)*, 2(11), 44-48. <https://doi.org/10.16824/j.cnki.issn10082832.2024.11.003>
12. Y. J. Hwang. (2023). A Study on the Use of Generative Artificial Intelligence Design Platform for BI Development - Focusing on the Use of the 'Midjourney'. *The Korean Society Of Design Culture (KCI)*, 29(3), 527-541. <http://dx.doi.org/10.18208/ksdc.2023.29.3.527>
13. Y. J. Hwang. (2023). The Usage of Generative AI in Poster Design. *Archives of Design Research (SCOPUS)*, 36(4), 291-308. <http://dx.doi.org/10.15187/adr.2023.11.36.4.291>
14. Y. J. Hwang. (2023). Chusa's Calligraphy Aesthetics Based on the Deconstructive Typography. *The Korean Society Of Design Culture (KCI)*, 29(2), 543-554. <http://dx.doi.org/10.18208/ksdc.2023.29.2.543>
15. Y. J. Hwang & D. R. Chang. (2021). A Study on the Museum Place Branding from the Perspective of Vernacular Design - Focused on the Museum in China. *A Journal of Brand Design Association of Korea (KCI)*, 19(3), 99-110. <https://doi.org/10.18852/bdak.2021.19.3.99>
16. Y. J. Hwang. (2019). A Study on Xiaomi Brand Identity Strategy - A Comparative Study of Apple Brand. *A Journal of Brand Design Association of Korea (KCI)*, 17(2), 169-178. <https://doi.org/10.18852/bdak.2019.17.2.169>
17. Y. J. Hwang. (2018). Based on the Creative Thinking of Art A Study on the Creative Process of Graphic Design. *The Korea Society of Craft (KCI)*, 21(4), 320-322.
18. Y. J. Hwang, D. B. Kim, & D. R. Chang. (2018). A Study of Thought of Seon on Minimalism. *Journal of Basic Design & Art (KCI)*, 19(1), 593-608.
19. Y. J. Hwang, D. R. Chang, & D. B. Kim. (2017). A Study of Thought of Seon on Brand Identity System of MUJI. *A Journal of Brand Design Association of Korea (KCI)*, 15(4), 251-266. <https://doi.org/10.18852/bdak.2017.15.4.251>
20. Y. J. Hwang. (2017). A Study on the artistic role of design according to the fourth industrial revolution. *The Korean Society of Science & Art (KCI)*, 31, 445-455. <http://doi.org/10.17548/ksaf.2017.12.30.445>

## HONORS AND AWARDS

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### **One For all For One**

Best Creativity (2018), Convergence Art & Design International 2018

### **Full map of Keumkang**

Special Prize (2023), 2023 KSDS International Fall Invitational Exhibition

## EXHIBITIONS

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1. 2025.02.11-14, Group Exhibition, *Naksan Seoul City Wall Trail*, University of the Ryukyus, Okinawa, Japan
2. 2024.02.21-23, Group Exhibition, *Gold Cabinet Diagram*, Dongdaemun Design Plaza (DDP) Art Hall, Seoul, Korea
3. 2024.07.24-26, 2024 Group Exhibition, *Folk painting of Rich Peony*, Tashkent University of Information Technologies(TUIT), Tashkent, Uzbekistan
4. 2024.02.15-19, Group Exhibition, *Together*, IED Istituto Europeo di Design, Barcelona, Spain
5. 2024.08.23-26, Group Exhibition, *Hanriver and Namsan*, University of Guam, Guam, U.S.A
6. 2024.09.09-13, Group Exhibition, *Jinkyung Graphic No.11: Uidong Valley*, North China University of Science and Technology, Tangshan, China
7. 2024.06.07-09, Group Exhibition, *Hanriver and Namsan*, Muakrotary Club Hall of Yonsei University, Seoul, Korea
8. 2023.06.16-21, Group Exhibition, *Design landscape*, Ajeong Art Museum at Indeok University, Seoul, Korea
9. 2023.06.27-28, Group Exhibition, *AI landscape painting: Inwangjesakdo*, Hokusyo University, Sapporo, Japan
10. 2023.05.19-23, Group Exhibition, *Il-wol-o-bong-do*, ERICA Lion's Hall at Hanyang University, Ansan, Korea
11. 2023.11.01-05, Group Exhibition, *Full map of Keumkang*, Hall D at Coex, Seoul, Korea
12. 2023.09.06-12, Group Exhibition, *Mountain and River*, North China University of Science and Technology, Tangshan, China
13. 2023.06.16-20, Group Exhibition, */Imagine: Please interpret the Apple brand as you think and design it --v 5 --ar 2:3*, A&D Gallery at Kyung Hee University, Seoul, Korea
14. 2021.11.06-13, Group Exhibition, *Similarity makes a group*, Seoul Arts Center, Seoul, Korea
15. 2021.11.23-12.3, Group Exhibition, *Between the Culture*, Art gallery at Beijing Institute of Technology(BIT), Beijing, China

16. 2019.12.11-17, Group Exhibition, *Tripitaka Koreana \_ UNESCO World Heritage in 1995*, Hongik Daehangno Art Center, Seoul, Korea
17. 2018.10.10-15, Group Exhibition, *Dependent Origination*, Gallery IANG, Seoul, Korea
18. 2018.11.15-18, Group Exhibition, *One for all for one*, Yuanpei college of Shaoxing University, Shaoxing, China
19. 2018.10.18-24, Group Exhibition, *Indramang*, College of Fine Arts at Seoul National University, Seoul, Korea